Abstract of the Disclosure

A system and method for filling balloons. A reusable web holding uninflated balloons attached at the neck is loaded onto a machine for inflating balloons. This machine features a digital motion control apparatus which advances the web a precise distance. After the web advances, a supply nozzle is inserted into the neck of the uninflated balloon directly beneath the nozzle. The balloon is filled, the supply nozzle lifted, and the balloon is removed from the machine. The web is then advanced again and another balloon is filled.